

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Offers FACTS to Sales Managers and Men Who Pay for Advertising

A BOOKLET recently published by the Bureau of Education at Washington is devoted to a scientific analysis of "concentration of population, industries and institutions." It explains the reasons for the growth of great cities—politics, accidents, agriculture, fuel, transportation, war and other factors which constitute the fundamental causes of urban growth. Then the booklet contains this highly significant statement:

"A Location May Combine All Advantages"

"Sometimes a location may combine all the qualities needed to draw population. Chicago has such a situation. Farms, cattle ranges, and materials for manufacture are all in reach. The world's greatest inland waterway and railroad system furnish opportunity to transport the goods made there. At the same time Chicago is a distribution center for the food products of the West and the manufactured goods of the East."

William Joseph Showalter of the National Geographic Society draws a vivid picture of the development of Chicago in the following paragraph:

"Chicago is a little empire in itself. Thirteen American states have fewer churches; thirty-seven have smaller populations; many states have fewer miles of roads than the Windy City has of streets. It has more telephones than Montana has people. There are nations whose postal business is not nearly as great as that handled by the Chicago postoffice; countries by the dozen that spend less money for governmental purposes; even continents that move less freight than is carried into, out of, and through this one city."

This astounding growth of a frontier outpost to a world metropolis is due, of course, to the rich productive territory which surrounds it. The following is a summary of position occupied by The Chicago Territory, comprising Illinois, Indiana, Iowa, Michigan and Wisconsin:

The Chicago Territory occupies less than one-eleventh of the area of the United States, but has approximately one-sixth of the population of the nation and one fifth of the total wealth; raises more than one-fifth of the farm crops; mines approximately one-seventh of the coal and ores; and produces one-fifth of the manufactures of the forty-eight states.

Other districts are more densely populated; others produce more coal, others more ore, and so on. But no other district has such a well-rounded development of all fundamental sources of wealth, in such a compact, homogeneous community as that tributary to Chicago.

It was natural that this splendid market should produce a great newspaper. For two generations THE CHICAGO TRIBUNE has been a national influence—loved, hated, admired, feared, quoted, denounced, revered, hissed, defended, attacked—but never ignored. From the days when Joseph Medill led the fight for Abraham Lincoln to the establishment of The Army Edition in Paris during the World War, THE CHICAGO TRIBUNE has been a dynamic force in every important movement.

Tribune Ideals of Service

Of all the features which distinguish THE CHICAGO TRIBUNE from other papers, none is more important than its policy of serving both readers and advertisers. Departments of service bring scores of thousands of letters from TRIBUNE readers every year. They are assisted in every problem of life by TRIBUNE experts. Similarly, though in an entirely different manner, the advertising department of THE CHICAGO TRIBUNE has built up many departments of service to advertisers.

Consider, for instance, the following policy which guides THE TRIBUNE in accepting what advertising men call "general" or "foreign" advertising.

THE TRIBUNE considers it a waste of money to advertise a product distributed through the retail and jobbing trade until that trade has been supplied with merchandise to take care of the consumer demand when created.

The old theory of advertising was that it forced people to demand a certain product of the retailer until he was forced to demand it of his jobber in such numbers that the jobber eventually secured it from the manufacturer. There were two weak links in this chain. In the first place the advertiser was frequently "broke" before the circle was complete and money began flowing back to him to compensate for his great advertising outlay. In the second place, by the time the product reached the retailer the consumer had forgotten his original request for it, or had been well satisfied with a substitute.

CHICAGO TRIBUNE Merchandising Service has replaced these weak links with strong ones, making CHICAGO TRIBUNE advertising an investment, not a speculation.

THE CHICAGO TRIBUNE Merchandising Service does not sell goods for any manufacturer, but it does furnish the manufacturer with advice and knowledge, with definite systematic plans for covering The Chicago Territory.

Typical Tribune Success

Following is the experience of a food product manufacturer who came to THE CHICAGO TRIBUNE for advice concerning the marketing of his product in The Chicago Territory. An investigation was first made to determine the market for his product, also to develop in advance all probable sales obstacles and devise means for meeting them. The advertiser's agency prepared a campaign of proper size and quality to create a big consumer demand. Merchandising experts of THE TRIBUNE then supervised the selection and training of a force of specialty salesmen to cover the Chicago market. These salesmen were instructed by TRIBUNE experts in how to sell Chicago dealers on the strength of CHICAGO

This is one of the 56 pages in The Chicago Tribune 1919 BOOK OF FACTS

It gives you some idea of Chicago Tribune thoroughness in securing and presenting facts. The text on this page summarizes some of the topics treated in this book.

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TRIBUNE advertising. They were furnished with portfolios containing proofs of the campaign to be run and a letter from THE TRIBUNE stating that it had received a non-cancellable contract from this advertiser for a specific amount of space to be run within a definite period.

These salesmen were sent out into the districts into which THE TRIBUNE has divided Chicago, provided with route lists of dealers in each district. Their reports were checked each night by TRIBUNE merchandising men competent to say whether each salesman was getting out of his district the proper volume of sales. TRIBUNE guidance enabled the poorer salesmen to be weeded out, the better ones encouraged, and every district in this great metropolis to be intensively and properly covered. This sales campaign was carried on for six weeks before a line of advertising ran. Eight salesmen were used, many technical obstacles in the marketing of the product were encountered. Delayed shipments added to the difficulties.

Nevertheless, at the end of six weeks, 2,266 retail dealers were secured in the city of Chicago proper, and about 1,000 more outside Chicago. The average order was one and one-quarter cases, the cost of securing each dealer's was \$9.65. In addition, 112 jobbers were secured. The total sales amounted to almost six times the advertising appropriation. Three months after the advertising campaign began, this article had a distribution of 5,000 dealers in Chicago alone, and from forty to fifty per cent of all available dealers outside the city in The Chicago Territory. Then, when the advertising was presented to THE TRIBUNE'S readers, 400,000 Daily and 700,000 Sunday, the flow of goods from maker to user started instantly and profitably.

More Circulation for Less Money

Every advertiser in national publications is now spending from one-sixth to one-fifth of his appropriation in Illinois, Indiana, Iowa, Michigan and Wisconsin, because from one-sixth to one-fifth of the circulation of the magazines which he uses is in these five states. If his appropriation is \$100,000, approximately \$20,000 should be charged to The Chicago Territory.

It is, therefore, pertinent that he ask himself whether he is using the most efficient economical means of covering this great market from an advertising standpoint. Advertising in various publications must be reduced to some common denominator before comparisons can be made. The usual basis is the cost per agate line of space per thousand of circulation. The following figures (showing cost of space per agate line per thousand) speak for themselves:

21 Standard Magazines	0062
11 Women's Magazines	0054
7 Leading Weeklies	005
Saturday Evening Post	004
503 Sunday Newspapers (minimum)	0017
396 Morning Newspapers (minimum)	0019
1647 Evening Newspapers (minimum)	0023
29 Metropolitan Morning Newspapers (gross)	0015
38 Metropolitan Evening Newspapers (gross)	0014
78 Metropolitan Sunday Newspapers (gross)	0015
Chicago Daily Tribune (minimum)	001
Chicago Sunday Tribune (minimum)	0008

Advertisers sometimes labor under the delusion that they are not "national" advertisers unless their advertising is concentrated in national magazines. Speaking of this mistake, John Sullivan, Secretary-Treasurer of the Association of National Advertisers, says:

"IF ONLY ADVERTISING MEN WOULD THINK OF ADVERTISING IN TERMS OF DISTRIBUTION, SUCH A MISTAKE WOULD NEVER BE MADE. A national advertiser is a firm which has obtained more or less thorough distribution of its products throughout the United States and which advertises to support or extend that distribution."

"Advertising per se does not pay. Finding the market and knowing the market, and then co-ordinating sales and advertising does."

It is indeed true that many advertising failures would have been avoided if distribution had been given proper consideration.

Co-ordinate Sales and Advertising

This nation of 100,000,000 people cannot be handled efficiently from a sales standpoint until it is broken up into sections. Every large organization purporting to cover the entire United States finds branch houses, district managers, sales territories, etc., absolutely imperative.

No jobber can sell the Chicago grocer but the Chicago jobber. No jobber can sell the San Francisco grocer but a San Francisco jobber. The grocers of Vinton, Iowa, are sold by jobbers from Chicago and from Iowa cities, but seldom by New York jobbers. The grocers of White Pigeon, Michigan, are sold by jobbers from Michigan and from Chicago, but never by jobbers from Philadelphia. These are obvious merchandising axioms. One would think that his everyday knowledge of their truth would inspire every advertiser to adopt the corollary of localized advertising effort. Nevertheless, as Mr. Sullivan points out, some people think that "national advertising" precludes localized advertising and necessitates the use of national periodicals.

Some advertisers fear that in order to use newspapers they must use every one of the more than 2,000 dailies in the United States, but a tabulation made by THE CHICAGO TRIBUNE and contained in the BOOK OF FACTS, shows that 78 Sunday newspapers located in 48 metropolitan centers, not only reach practically all the English speaking inhabitants of those cities, but reach two families in seven outside those cities.

The World's Greatest Newspaper stands ready to aid any worthy advertiser in building sales in the world's most desirable market. A merchandising expert will be glad to call and discuss your problems with you.

The Chicago Tribune's 1919 Book of Facts sent free to any agency, bank, manufacturer or selling organization if requested on business stationery

EASTERN ADVERTISING OFFICE, 251 FIFTH AVENUE, NEW YORK